

AMENDMENTS TO AND LISTING OF THE CLAIMS

1. to 13. (Cancelled)

14. (Previously Presented) The composition of claim 16, wherein the constituent of the film flake matrix is a whitening agent.

15. (Previously Presented) The composition of claim 16, wherein the constituent of the film flake matrix is an agent selected from a hydrogen peroxide and urea peroxide.

16. (Previously Presented) A dentifrice composition comprising an orally acceptable vehicle having distributed therein flakes formed from a water hydratable film matrix, wherein the matrix is comprised of a homogeneous mixture of a water soluble hydroxyalkyl cellulose polymer and a starch and wherein the flakes contain a constituent, and the flakes are present in the composition in an amount of about 0.05 to about 1.0% by total weight of the composition.

17. (Previously Presented) The composition of claim 16, wherein the composition is a substantially clear gel and the film flakes contain a decorative colorant.

18. (Previously Presented) The composition of claim 16, wherein the film flakes contain a therapeutic constituent.

19. (Previously Presented) The composition of claim 16, wherein the constituent is an antibacterial agent.

20. (Previously Presented) The composition of claim 16, wherein the constituent is an anticalculus agent.

21. (Previously Presented) The composition of claim 20, wherein the anticalculus agent is selected from a pyrophosphate salt, sodium hexametaphosphate and a cyclic phosphate.

22. (Previously Presented) The composition of claim 16, wherein the constituent is a breath freshening agent.

23. (Previously Presented) The composition of claim 16, wherein the constituent is selected from hydrogen peroxide and urea hydroxide.

24. (Previously Presented) The composition of claim 16, wherein the constituent is selected from a calcium salt or a fluoride salt.

25. (Previously Presented) The composition of claim 16, wherein the constituent is an agent selected from triclosan, zinc gluconate, zinc citrate, alpha ionone, potassium nitrate, pantheon, retinyl palmitate, tocopherol acetate, chamomilla recutita, mentha piperita, salvia officinalis, and commiphora myrrha.

26. (Previously Presented) The composition of claim 25, wherein the agent is present in the film flake at a concentration of about 0.1% to about 2% by weight.

27. (Previously Presented) The composition of claim 25, wherein the agent is present in the film flake at a concentration of about 0.15% to about 5% by weight.

28. (Previously Presented) The composition of claim 16, wherein the constituent is a flavorant.

29. (Currently Amended) The composition of ~~claim 22~~ claim 28, wherein the flavorant is present in the film flake at a concentration of about 15 to about 25% by weight of the film flake.

30. (Previously Presented) The composition of claim 16, wherein the film flake matrix is a shaped two dimensional flake.

31. (Previously Presented) The composition of claim 16, wherein the film has a thickness of about 0.5 microns to about 10 microns.

32. (Previously Presented) The composition of claim 16, wherein the film has a particle size of about 0.01 to about 0.50 inches.

33. (Previously Presented) The composition of claim 16, wherein the film has a barrier overcoat.

34. (Previously Presented) The composition of claim 16, wherein the composition further comprises a polishing agent that is characterized by a refractive index that is substantially similar to the refractive index of the composition.

35. (Previously Presented) The composition of claim 16, wherein the polishing agent is selected from colloidal silica or an alkali metal aluminosilicate complexes.